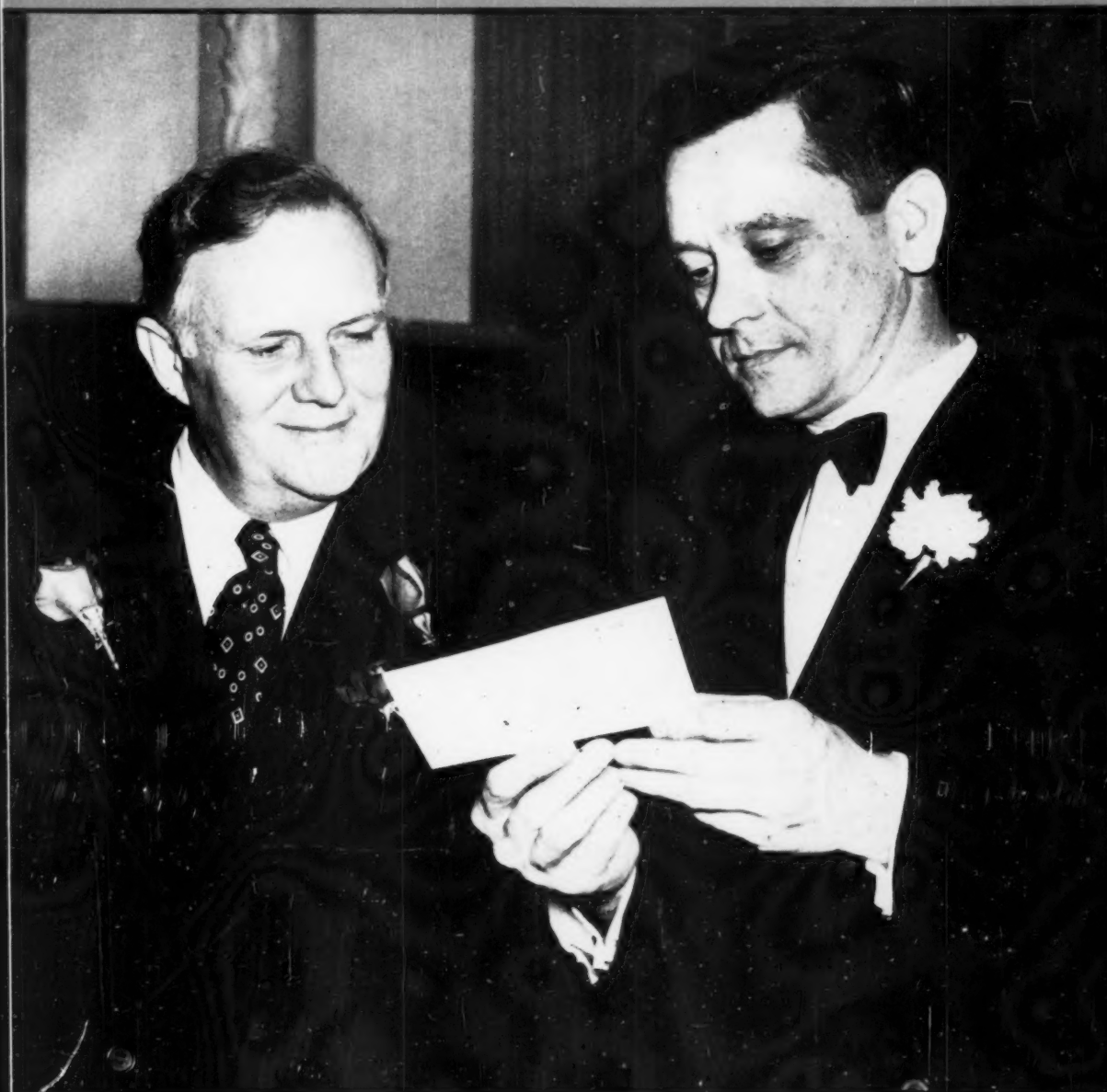


**THE**

# **QUILL**

**A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS**



**25 Cents**

**FORT WORTH PUTS TEXANS ON GRIDIRON**  
Gov. Beauford Jester (left) and President Willard Barr look over a fake stock share in a sports franchise, one guy at a dinner for 600 sponsored by the Fort Worth chapter of Sigma Delta Chi. See page 16.

**May, 1949**

## On the Record

THE other day THE QUILL received a subscription order from a man who gave his address as the American Embassy, Tegucigalpa, Honduras. Enclosing two "silver certificates" for one dollar each he went on to explain that Exercise No. 13 of Chapter XIV of his correspondence course suggested that he subscribe to THE QUILL.

Since our new subscriber is four weeks from our publication offices by mail boat, rail and truck transportation, we entered his subscription immediately. We did not want to be a party to his having to "cut classes" when Chapter XIV comes around.

We have long known that educators, professionals and students alike have turned to THE QUILL for guidance and inspiration. Hence the significance of this recent request is not the foreign mailing address, but rather the reassurance that the journal is continuing to serve the profession in many ways.

That definitely was not true during most of the first dozen years of its existence. THE QUILL then was being repeatedly attacked and criticized. Objections were based on its irregular appearance and its amateurish content. Most of the criticism was justified, but its critics sometimes failed to realize the difficulties and handicaps under which its editors labored. To defend them, fraternity officers could only say, "We have no money to devote to making it a better publication."

The fact that the magazine did not pay for itself and that it was of almost no use to the profession on such a plane, made action imperative. It came at the 1923 Minneapolis convention in the shape of Ward Neff's QUILL Endowment Plan. The adoption of the plan "far overshadowed in significance anything else at the convention." Historian Mitchell Charnley wrote in 1926. Twenty-three years later we still look upon it as one of the most intelligent actions taken by any convention.

It was on the second day of the convention, November 20, that the plan was proposed. And it immediately precipitated a acrimonious discussion that was to be repeated at the next convention.

Briefly, the plan proposed to create an endowment fund which should in time furnish enough revenue to support THE QUILL and prepare the way to giving the profession "the best journalists' magazine in the world." It contemplated raising the initiation fee at once to \$25, of which eventually \$20 was to go to the endowment fund. For the first few years \$5 was to be diverted directly to THE QUILL operating fund and all interest was to be put back into the fund.

In the future, Neff pointed out, the principal would be large enough to permit giving THE QUILL all the interest earnings and the direct apportionment of \$5 could be discontinued. According to his careful life made estimates, 1929 would probably be the first year when THE QUILL would profit.

WITH the reading of the report the delegates were on their feet declaring the \$25 initiation fee much too high. Willing to find some means of

establishing an endowment fund, they felt it should be done by some other method. Several suggestions were made; all were discarded.

Hours of discussion followed. Neff spoke on the bright future of the "journalists' journal," the important part a praiseworthy QUILL would play and the impossibility of putting out such a magazine without proper financing. Finally, T. Hawley Tapping drew up a motion ordering, first, that THE QUILL Endowment Fund be created by turning over \$2,000 from the general fund, which was passed without dissent, and second, that the \$25 fee be made a constitutional provision, with \$15 to go toward the fund and \$5 to the national office and \$5 to QUILL current expenses. More discussion; then a rising vote was taken. THE QUILL Endowment Fund became a reality, by a vote of 34 to 9. The new fees were to take effect in the fall of the following year, 1924.

Officers of Sigma Delta Chi who favored the Life Subscription Plan (there were several who didn't) heaved a sigh of relief. "Now, all we have to do," they said, "is to collect the money."

Within three months chapters, particularly those in the far West, began to report opposition to the plan. Objections were on the same ground, the size of the fee; and this was the only objection ever raised.

All through 1924 Montana, Oregon and several other chapters announced their intention of repealing it at the Indiana convention, and no argument affected them.

Meanwhile, a drive for life subscriptions among those who were already members of the society was made. Under the old scheme, members of Sigma Delta Chi received THE QUILL for five years after they were initiated; the number of renewals to the magazine without professional purpose were practically nil. So Neff, Pierrot and Tapping decided on a campaign to enlist the interest and financial aid of men engaged in the profession.

Executive Councilor Roy French, then at the University of Wisconsin, was put in charge of the drive and to his diligent labor its success was chiefly due. The cost of a life subscription was set at \$15 up to January 1, 1925, and \$20 after that date. The Wisconsin and Iowa State chapters volunteered to address envelopes and every member whose address could be obtained was circularized at least twice. The result was more than 200 voluntary life subscriptions, adding \$3,000 to the endowment fund.

One of the natural results of the discussion of the Life Subscription plan was a demand from every quarter for a better QUILL, a magazine truly representative of the journalism profession, with readable and profitable articles and not the fraternity "twaddle" as one member expressed it. The purpose of the Endowment Fund plan, of course, was to improve THE QUILL; no one realized more than Tapping, Neff and Kenneth Hogate, THE QUILL Publication Board, the necessity of showing to opponents of the scheme that they could be better served by a professional journal. After much discussion it was decided that a change of editorship should also be made but they were unable to effect a satisfactory change before convention.

As at Minneapolis, discussion was focused on the Life Subscription plan at the Indiana convention of 1924. It nearly caused a free-for-all. There were 61 men, representing 34 undergraduate and 5 professional chapters, at the convention. Of these 27 took part in the Endowment Fund debate.

Argument again centered around the size of fee, although all agreed that the endowment plan, in principle, was right. Many contended that the amount would keep eligible men out of the fraternity. It began to appear, early in the convention proceedings, that they might carry their point.

There were arguments on the other side. Other societies had been able to handle practically such a plan at even greater cost. Roy French's report, that more than \$3,000 had been collected, at a maximum cost of \$384, was used as an argument to show that the plan was practical. And it was reported that all of Wisconsin's 16 pledges were willing to meet the obligation; Iowa State and North Dakota both told the convention that all their active members had agreed to pay the life subscription fee even though they had been initiated before the plan was to go into operation.

The argument of greatest weight against rescinding the previous action was that the plan had not actually been put into practice and tried out. When a final vote was taken, the tally was 16 in favor of retention of the plan, 19 against it. But the 1923 convention had put the plan into the constitution, and a two-thirds vote was required to amend it. Upon motion it was unanimously agreed to support it vigorously for a year as a trial.

KENNETH C. HOGATE, Ward A. Neff, T. Hawley Tapping, Donald Clark and George Pierrot, the new national president, became the first trustees of the newly created Fund.

Pierrot saw as first among the goals for his administration the improvement and professionalization of THE QUILL. In the December number of the magazine a call for applicants for editorship was published. THE QUILL publication board spent three months considering the applications from every angle. The choice finally fell on Martin L. Haas, of the editorial department of *The American Boy*, Detroit. Haas firmly believed, as did the publication board, that THE QUILL should be a professional journal and not a fraternity organ.

The importance of building up THE QUILL, just at that time, was very great. The endowment plan was again under fire. Although chapters had agreed unanimously to let it operate a year, a plan was under way as early as February of 1925 to request a referendum vote on it.

From the time that Lee A. White relinquished editorship of THE QUILL in 1921 until Haas took over, it had articles dealing with newspaper or magazine work, but they increasingly had been reprints from other magazines, or taken from speeches. It had been laden with heavy paragraphs about gridiron affairs, dances and the names of new pledges and initiates. Haas ruled against all this and established a definite educational, professional and inspirational policy.

Next month we hope to tell you how this new policy and the operation of the QUILL Endowment Fund during the past twenty-five years has benefited our readers in Honduras and elsewhere.

VICTOR E. BLUEDORN

THE QUILL for May, 1949

# THE QUILL

A Magazine for Writers, Editors and Publishers

Vol. XXXVII

Founded 1912

No. 5

## Style—Up, Down and Sideways

**E**LSEWHERE in this issue of *THE QUILL*, a Chicago copyreader repents his youthful zeal in defense of newspaper "style" and concedes that this *bête noir* (cliche) of copy desks and proof rooms is perhaps not as vital to journalism's progress as it has been represented. I agree. I have spent the better part of 30 years trying to keep in step with style on various newspapers—even on the same paper from year to year.

Nor shall I be content to stop at style in the technical meaning understood only by other journalists. Style to the public means how a writer writes. To a copyreader or a proofreader it is punctuation, capitalization, abbreviation, sometimes spelling (other than Webster) and similar canons imposed by any newspaper in an effort to standardize and streamline its copy.

I have gone through all phases of style from "up" to "down," a range roughly comparable to the gulf between "high" and "low" churchmen. At present I am in a down cycle (except in *THE QUILL*) and will probably stay there, along with most newspapermen, as long as newsprint costs \$\$\$\$ a ton. Obviously in time considerable paper would be saved by the difference between "st." and "street" if any newspaper still spells out street. A smaller economy lies in "av." for "ave." (You do the mathematics.)

Often style is good sense (or the contrary). Take street intersections. Some newspapers and news agencies still say "at South 2d and West Main streets," (or S. 2d and W. Main sts.). It ought to be obvious to a grammar school student of geography that South 2d street cannot also intersect East Main street outside a problem in Einsteinian physics. And as a point of minor journalistic archaeology, there are still copyreaders who write in "street" after Broadway. I caught one recently.

In larger aspects of newspaper style, such matters as abbreviation can cause considerable anguish for copyreaders and news editors desirous of a headline that tells something. I can remember when my editors sternly forbade nicknames for races or initials or Christian names for such figures as presidents of the United States. "Jap" was taboo along with "wop" or "hunky."

This, fortunately, was long before Pearl Harbor. I do not believe we could have copyread the war with "Japanese," unless we had fallen back on a far earlier day when editors were content with such captions as "Tragic Event" or "Great Victory." And the entire New Deal era would have been a Page 1 bust without FDR, not to mention the administrative alphabet he created.

In more important matters of English usage—too big to be classified under newspaper style and not as big as

critical evaluation of pure excellence in writing—news-papers flop around as much as publications of any sort. Some do not split infinitives; other do. I have waged a sullen war against "contact" as a verb but I lost it long ago. The enemy infiltrated from Hollywood or somewhere.

**N**OT that newspapermen can't be fussy about usage. Norman Lewis published in the March issue of *Harper's Magazine* the results of a survey of opinion, mostly expert, on nineteen controversial sentences. He submitted his list to 750 persons who ranged from teachers of college level English and lexicographers through various species of editor to plain readers of the magazine. In each sentence he had italicized a word or phrase used in ways common to popular speech but of dubious legality grammatically.

The teachers of college English proved most tolerant of all. A majority of them accepted all but two of the nineteen sentences with an "acceptance ratio" of 70 per cent. The makers of dictionaries were next in liberality. Precisely in the middle were the mere readers whose "A.R." was 50 per cent. Only two groups fell below the halfway mark in tolerance. A selection of newspaper writers registered an A.R. of 47, surpassed only by editors of women's magazines with 45!

Shortly after reading Lewis' article I picked up the latest novel of a favorite English writer—clever member of a clever family, descendant of Oxonian scholars, writers and editors. On page 2 he hit me a nasty blow in what had long been a small, stupid, literary snobbery. He wrote: "... who are *apt* to say ..." For years I had been changing such "apts" to "likely." Sometimes I may even have permitted myself a fleeting satisfaction that my degree in English was *cum laude*.

When I had read my novelist's sentence for the second time I hastened to the dictionary. Not the big, final news-room dictionary, mind you, but the small Webster's Collegiate with which I make do at home on my portable. I should have gone to the dictionary years ago. It said, of apt: "Habitually tending; likely; inclined; disposed." I read on, into the agate of a footnote. It added: "Apt suggests habitual, sometimes inherent, predisposition; likely emphasizes the idea of probability, as, an impulsive person is apt to blunder; an angry dog is likely to bite."

There is no doubt I have been an impulsive person ever since I put that sheepskin away in a now forgotten trunk. And I could bite myself when I recall how I have often explained to my children that "apt" is a nice little word when used properly, as in *apt* expression. What makes it worse is the years of reading copy. Apt, as any fool can see, counts only half as many letters as likely!

CARL R. KESLER

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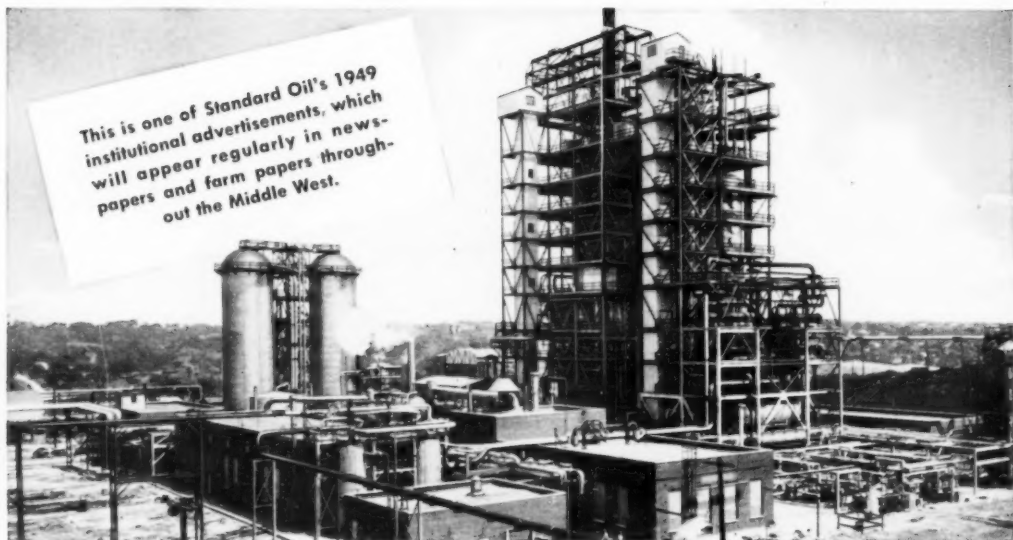
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THE QUILL, a monthly magazine devoted to journalism is owned and published by Sigma Delta Chi, professional journalistic fraternity. Entered as second-class matter at the Post Office at Fulton, Mo., under the Act of Aug. 24, 1912. Acceptance for mailing at special rate of postage provided for in par. 4, sec. 412, P. L. & R. Subscription Rates—Five years, \$7.50; one year, \$2.00; single copies, 25c. When changing an address, give the old address as well as the new. Address all correspondence to the Chicago office. OFFICE OF PUBLICATION, 1201-5 Bluff Street, Fulton, Mo. ADVERTISING, CIRCULATION AND EDITORIAL OFFICES, 35 East Wacker Drive, Chicago, 1, Ill.



This is one of Standard Oil's 1949 institutional advertisements, which will appear regularly in newspapers and farm papers throughout the Middle West.

This great new "cat cracker," completed last year at our Sugar Creek, Missouri, refinery, is one of the thousands of pieces of new

equipment for which we spent more than \$630,000,000 in 1946-48. Tools like this mean more high quality petroleum products for you.

Again, in 1949—

## A REPORT TO OUR NEIGHBORS

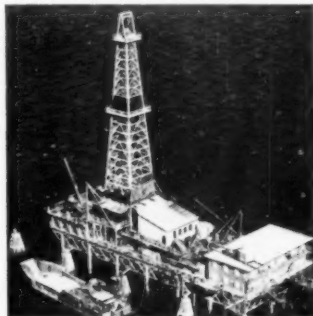
How Standard Oil helped bring you more oil—how our 48,000 employees and 97,000 owners teamed up to set new records

We know you have a definite interest in whether you can get all the petroleum products you need. That is why, for the past two years, Standard Oil has told you about the all-out effort of this company and its subsidiary companies to meet your huge, growing demand.

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Miles off shore in the Gulf of Mexico we now get oil from under the sea to help keep up with your demand. Last year Standard Oil drilled a total of 597 new oil wells.

**STANDARD OIL COMPANY (INDIANA)**



Standard Oil employees, like Raymond J. Sabol of Whiting, Indiana, have behind each of them an average investment of \$26,700 in tools and equipment.



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When you drive in to a Standard dealer station, you find a dependable supply of fine petroleum products. Standard Oil people work together to keep it that way.

THE QUILL for May, 1949



## When No Is Woe-and Wisdom

# Publicist Contemplates Ethics in the Negative

By HARRY E. SHUBART

**Y**ELLOW Kid Weil's classic comment: "Nobody ever got took who didn't have larceny in his own heart" came back forcibly not so long ago when our agency received a call for an urgent conference.

It was Sunday. There had been no preliminaries. It developed that no preliminaries were needed. When we arrived at the conference the boys were pretty well organized. They got right to the point.

"Colorado's first race track franchise is about to be given," they told us. "We own an ideal site for the new track. The franchise is worth a million or more. We want it."

We asked a few questions to determine the gimmick and why public relations counsel was being sought. The business of wanting a million dollars is not so uncommon that we felt constrained to undertake exhaustive research as to why.

The gimmicks emerged quickly. The boys were going to "cut the veterans in" and the boys were going to "give 10 per cent to charity." Between the veterans and charity they felt they had a foolproof formula. How were they going to cut the veterans in? Well, they were going to give the veterans the first "opportunity to buy our stock." As for charity's 10 per cent, the boys were a little vague about what charity would be their beneficiary and 10 per cent of how much.

Finally the boys came around to suggesting that perhaps the power of public opinion was needed to bolster their claim to the million dollar franchise. Our public

relations agency "knew" the editors of the local papers and could fix up some sweet smelling stories, couldn't we?

About that time, holding our noses not too obviously, we departed the conference but if the story sounds fictional a self-addressed post card to the editor of *QUILL* will get you names, dates and places.

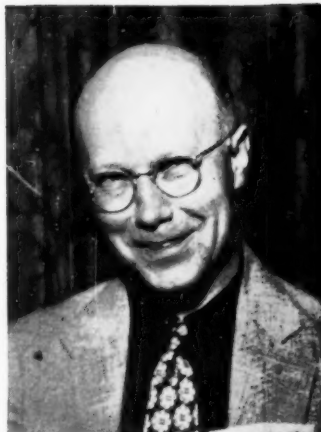
And if this story were the exception, if the moral and material issue that the we need a miracle you've got it boys raise were unusual, lives of ethical public relations counsel would flow a lot smoother, as if anybody cared.

**T**HE vast body of selected, professional purveyors of public information, however, may well care, and one motive for this article lies in the scarcity of current data on ethical as well as material obligations in the practice of public relations.

There is abundant information on methods. There are innumerable definitions of "good public relations." There are countless recountals of successes.

Such literature and such data are the "yes" materials. At the risks of contradiction by our elders and betters, three years of research has disclosed little if any literature on the "no" experiences, particularly on a local level. And we need it, we people who toil with the explosive business of newspaper and radio and magazine and farm papers, of decent, sound professional public education.

We seem to have talked, so to speak, only about the miracles—the penicillin



Harry E. Shubart

and streptomycin of the trade, making the lame walk and the blind see. We have ignored the abortionists and the phoney v. d. cure-alls—the vast demands made on professional practitioners by the venal and those desperate for miracles that the professional knows can't or shouldn't be accomplished.

While our conclusion is limited to one regional and perhaps typical public relations agency, careful analysis of our post-war operation indicates that fully two-thirds of our potential dollar volume has gone into the "no" column.

"No," therefore, costs dough; but does it? True, the customer or the client or the patient or whatever you want to call him often would sooner be "took" than told to save his money—he doesn't need the operation anyway. But can we, even recognizing the youth of this public relations business and the dearth of data, conclude at this early date that the abortionists and the pink pill purveyors will prevail?

**O**F course we can't so conclude, but a little more understanding between city desks and reporters and advertising agents and managers about the "no" aspects of public relations and some considerations of the professional obligations of objective judgment today seem increasingly in order.

For example, and mentioning no names, a desk man on one of our papers looked at us wistfully the other evening and voiced the apparently common feeling on city sides: "Boy, do we workers in the newspaper vineyard make lousy dough. Public relations! Now there's a way to turn an easy buck."

We couldn't help recalling the rather recent experiences the papers of this city had with a couple of local "public relations" sharks. One gent beat the tom tom for the poor Navajo Indians, got his picture in the paper and was disclosed to be a three-time bigamist on the lam from the F. B. I. The other had been saying, not "no" which cost dough, but "yes" to some trusting elderly ladies in this area, was disclosed to have a record in this country and abroad and now is reported in South America with some \$35,000 in yes money.

It is our current opinion based on local

[Turn to Page 11]

**T**HERE is no lack of literature telling the publicist how to go about winning friends and fame for his client. But Harry Shubart has found surprisingly little on who is entitled to public relations in the first place. The first is method: the other, ethics. And like most matters of ethics, the latter is frequently mixed up with that woeful and unprofitable little word "No."

As a veteran publicist, Harry has said his share of "No's." And he is willing to cite book and chapter from his own experience. This adds up to another provocative article for *The Quill*, something the editor has learned to expect from Harry Shubart since he first contributed to the magazine while still wearing the gold leaves of an Air Forces major.

Before the war, Harry had been a Chicago and Detroit newspaperman—he reached the city desk on the *Detroit Times*—managing editor of *Advertising Age* and press relations director for the University of Chicago. In uniform, he launched *Plane Facts*, the overall-pocket-sized magazine that helped teach ground crews how to keep 'em flying from Tinian to Yorkshire.

After the war, Harry returned to Denver—he is an alumnus of the University of Colorado and a Colorado Sigma Delta Chi ('30)—to open his own public relations agency. He has also been lecturing on public relations for the University of Colorado and operates a trade paper publishing house and news bureau.

# Oxford's 'Isis' Reflects History in the Making

## NOTED WRITERS, STATESMEN ON COLLEGE STAFF

By JAMES LEASOR and  
RICHARD HALL

**I**N a narrow side turning off Oxford's historic High Street, stands a grey sooty building. Every Tuesday evening during the University's term time it starts to tremble—and another issue of *The Isis* begins its journey through the press.

Since 1892, this magazine, which with its Cambridge equivalent *The Granta* is one of the world's most famous undergraduate publications, has been produced by a succession of youthful journalists. In its early days, when Oxford was still a quiet university town where the grass grew between the cobbles of the main streets during vacations, *The Isis* was printed and published by Aldens at the Bocardo Press. Then, in 1902, it was bought by the Holywell Press—another old family firm—who have published it ever since.

To look through the back numbers of this familiar, blue-covered magazine is to see history in the making, to watch the first flights of many of Britain's greatest statesmen and writers. Probably the most famous feature—and certainly the most illuminating—is the regular "Isis Idol" which week by week gives a profile of one of the University's outstanding characters.

Among these have been the Duke of Windsor when, as Prince of Wales, he was an undergraduate at Magdalen College, John Masefield, the Poet Laureate, Lawrence of Arabia, Hilaire Belloc, Beverley Nichols, C. B. Fry and the Nawab of Pataudi.

Many of the views which the "Idols" held in their salad days compare interestingly with those to which they subscribe in later life. For instance, when Michael Foot, now a Socialist M. P., was an undergraduate and president of the Oxford Union Society, he proclaimed himself a Liberal.

His interviewer wrote: "He describes himself as an uncompromising Radical. He hates the jingoism which he attributes to the Tories as much as he dislikes the attack on individual liberty which he believes to be inherent in Socialism, but he never sneers at the views of his opponents."

In May, 1912, the Idol was a serious young man who was described as having "two vices—he is a Unionist Free Trader and an occasional journalist." Apparently the "occasional journalist" triumphed over the free trader. For Robert Barrington Ward, D.S.O., M.C., was eventually, until his recent death, for many years editor of *The Times* of London.

The first Isis Idol after the 1918 war was twenty-two year old Leslie Hore-Belisha, who had returned to St. John's College from a hectic Army career which had taken him all over Europe. His contemporaries at Oxford felt even then that

**A** MERICAN universities have their newspapers—often dailies that run to big business—as well as their literary magazines. Oxford, ancient mother of English universities, contents herself with the weekly *Isis* which has been both magazine and newspaper. But it is highly improbable that any single American campus publication could show so impressive a list of "alumni" as the *Isis*, many of whose contributors and editors have become world famed as statesmen and writers.

The Quill is pleased to present this article about the *Isis* for its readers. Originally published in the British magazine, *Everybody's*, the article was cleared for American reprint through the British Information Services. The editor is grateful to its British authors and to *Everybody's* for the opportunity to tell the story of the *Isis* to American journalists and students of journalism.

he would make himself famous as a statesman. But they little knew that his name would become a household word as the originator of the Belisha Beacon. "His political views are those of all sound men, and he lends weight to his utterance by a polished manner and an evident sincerity," wrote his portrayer.

Sir Max Beerbohm and A.E.W. Mason are among the main notable contributors to *The Isis*, which has often been the first to print the work of writers who have since become famous. In an issue for May, 1911, for example, is a short article by Philip Guedella who was then at Balliol, and was later to become one of Britain's leading biographers. Around the same time, too, there are many poems by a youthful A. P. Herbert. One of these early poems is called "Foiled," and begins:

*I always longed to shave my chin,  
But had no reason to begin.  
One thrilling day I noticed there  
A large though solitary hair.  
I bought a razor and a strop  
Worthy to gather in the crop.*

A. P. H. then goes on to relate his "abortive" efforts to dispose of the "solitary hair," ending:

*I wept and whimpered like a girl,  
The thing had now begun to curl.*

And throughout 1919 and 1920 there were a series of short poems and satirical caricatures by L. A. G. Strong, now one of Britain's foremost short story writers.

**T**WICE in the history of the magazine, war has driven it off the bookshelves. Twice it has returned with peace. Early in 1919 it was restarted by Beverley

Nichols, in an Oxford which he described in his first editorial as "a little blank and unsteady, perhaps, but Oxford all the same." He also spoke feelingly of the difficulty of gathering a staff around him. "One cannot, in the course of a few weeks, while Oxford is still well below its full numbers, collect geniuses with the apparent ease with which they were collected before the war." He went on to mention Alec Waugh and Compton Mackenzie as being two of the pre-1914 *Isis* staff.

This shortage of assistants is evident from a glance at this first number. It was almost a one man effort; most of the contributions bear either the initials of Beverley Nichols or the stamp of his style.

But, after a few numbers, contributions began to pour in, and the magazine regained its old verve and humor. In the next few years its staff was to include Charles Graves, Evelyn Waugh, Dylis Powell, Osbert Lancaster and Robert Spaight. Later came Peter Howard, Valentine Dyall, Peter Fleming, Tom Hopkinson, Lionel Hale, Arthur Calder-Marshall and many others who have become successful authors or journalists.

Probably the most sensational and most misunderstood report ever to be printed in *The Isis* in its fifty-odd years of life was one of the Union Society's debates in 1933—"That this House will in no circumstances fight for its King and Country." The leading speakers in the debate were Quentin Hogg, now Conservative M. P. for Oxford, who vehemently opposed the motion, and C. E. M. Joad, who as hotly defended it.

Dr. Joad considered that the best way to combat war, which he described as "murder on a large scale," was to adopt a policy of non resistance. To the astonishment of a watching world, the motion was carried by 275 votes to 153.

Oxford has always been a world within a world, however, and although many people outside the University were shocked—and some disgusted—those who had been young themselves in its surroundings knew that the whole motion had been conceived and carried in a spirit of levity peculiar to Oxford.

Every term the Union Society has a "frivolous" debate—"That in the opinion of this House it is wiser to set with one's back to the engine," or "That in the opinion of this House the country is going to the dogs." They are conducted with all due decorum, but that only adds to the fun.

*The Isis* entered into the spirit of the thing. In its editorial that week it commented on the position. "The real significance of the verdict is that it has declared with no uncertain voice the futility and immorality of war. . . . If a few lunatics make war, the remainder will suffer," it asserted. But it ended belligerently—and paradoxically—with the challenge, "If any one calls us cowards we will gladly block his eye."

Yet the same young men who had so light heartedly cheered the Union verdict and had read the opinions expressed in *The Isis* were among the first to join up when war came.

In a similar vein of Oxford humor as the "No fight" motion was the *Isis* leader written by Lionel Hale when he was editor in 1931. Blithely, he asserted that

[Turn to Page 10]



Donald A. Freeman

**T**O all who would write, here is an offering of invaluable advice: do not save your precious works. Burn them, throw them away, tear them up for the children to use as confetti. But do not save a word. You will be haunted.

I speak as a sinner repented; I saved my writings. Recently while thumbing through a collection of doodads such as any normal American boy would gather, I found the August, 1942, issue of *THE QUILL* enclosed between a picture of Jane Russell and one of Eva Tanguay (my father and I combined our loot).

On page 9 was a photograph of me, looking smugly youthful as though I had uncovered a way of doping out five horse parlays. The picture went with a story entitled "Salute to Style," which I wrote, although now I insist it was all a frame-up.

Laugh at my youthful naivete, but this is what happened. A gentleman named Joseph Landau, head of the copy desk of the *Louisville Courier Journal*, previously had written an article for the *Quill* in which he had taken newspaper style and style books for a merry ride.

He was kidding mostly but I, believing style to be at least as important to newspapers as the classified ads, took him seriously. Then a student at Northwestern University's Medill School of Journalism, I was aghast and promptly wrote my piece which defended style, hinting darkly that Landau was socially maladjusted and taking out his repressions on a defenseless style book.

Forgive me, Mr. Landau, for I was young and eager, and an impetuous fool of low degree. I realize now that I completely misinterpreted your point and by so doing implied that you were a member of journalism's Jukes family—copy desk division. That was in 1942. Shortly after, I was hastened into the Army Air Forces to become editor of the *Wright Field* (Ohio) newspaper.

Mr. Landau—Joe—this is especially for you: As editor of the *Wright Field* paper I went raving berserk trying to get the staff to follow my style. Why? Because, as you had suggested in your article, style really was a whim. I had some authority and figured, by Greeley, this newspaper is going to be edited my way or else.

In the end I gave up, and in a burst

## In Which an Idealist Repents

# Newspaper Style Is What You(r Boss) Make(s) It

By DONALD FREEMAN

of symbolism stuck pins in the image of Kenneth E. Olson, dean of Northwestern's school of journalism and the one who talked me into newspaper work in the first place.

**S**INCE the Army days I have worked on several newspapers. In Chicago I was on the *Herald American* sports staff, then to the *Sun*'s news copy desk until that paper was merged into the *Sun-Times*. Now I'm on the *Tribune*'s sports desk. In brief, I've had some bouts with style, and I no longer am in its corner.

The *Tribune* has style, of course. Simplified spelling—like "thru" and "tho" and "frate" and "grafic"—is a part of the newspaper. It happens to be the publisher's idea, and eventually may prove to be more widespread, although (altho) all I am trying to say now is that Mr. Landau was right. He had written "Style pleases the publisher." I had disagreed and was quite wrong.

Not to be different, the sports desk often is thrown a few curves by style. At the *Tribune*, for example, most clichés are expressly forbidden. Even in low count heads the use of, say, "cage" for basketball is out. Our slotman gets an extra ulcer if he sees "grid" in place of football, or "tilt" for game, and "thinclad" for cross country runner gives him the bellows. (The bellows—that's when our slotman lets off steam and 100 miles away a copyreader on a rim at the Milwaukee *Journal* is blown out of his seat.)

Yet on the *Herald American* such terms are encouraged. Head counts are smaller, as a rule, on a Hearst paper and that is one reason. Another and more important answer is that the editor has no esthetic objections.

Now I see nothing wrong with employ-

ing "cage" for basketball—in the *Herald American*. Not, however, in the *Tribune* simply because that is the paper's style. But neither is better; there is no absolute. Any sports fan who hasn't spent his formative years under water will know what the word means, so both newspapers are doing their job of communicating, each in its own way.

Recently the printers' strike in Chicago occasioned an interesting situation at the *Tribune*. With the move to varityped copy a universal proof desk was established and its chief devised a new style book.

One of the rules stated that the "f" in Wrigley Field be upper case. Previously we had used Wrigley field, in accordance with the *Tribune*'s "down" style. Indignantly the sports desk ignored the style book's edict. No more was said.

The same style book, incidentally, lists Sportsman's Park (the race track in Cicero, Ill.) as "up," and Sportsman's park (the baseball field in St. Louis) "down." Hockey is with the "e" and whisky is without it.

The name of Bill deCorrevont (he spells it one word), former star football player, is written De Correvont (two words, upper case "D") in the *Tribune*, and de Correvont (still two words but the "d" has been lowered) in another Chicago newspaper.

Proving what? Merely that style deserves no salutes ("Salute to Style"—shudders!) but rather must be viewed with an amused sort of tolerance.

Perhaps a journalism student will read this and, as one did seven years ago, rush to defend the sacred ritual of style against such blasphemies. He will be serious and concerned and rigidly self-assured. But he will wise up, I did.

**N**EWSPAPER style is important—principally to the student of journalism and the man who runs the newspaper. But style has no absolutes and the man who buys the paper can take it or leave it. Every newspaperman who has worked for more than one city editor or read copy on more than one rim finds this out. Few learn the lesson as philosophically as the author of this entertaining piece of journalist's journalism.

Donald A. (for Alexander) Freeman is only 27 but three Chicago copydesks, plus editing an Army newspaper, have aged him rapidly in the vagaries of stylistic "ups" and "downs." He has covered sports or read sports or general news copy on the Chicago *Herald American*, *Sun* and *Tribune*.

He attended Northwestern University's Medill school of journalism, where he was sports editor of the *Daily Northwestern* and was elected to Sigma Delta Chi. He has written articles for the *Tribune's* *Grafic* magazine, *Sport Life*, *American Legion* and other magazines.

# Radio Reporters Learn by Doing

## Medill Covers Special Events On the Spot

By EDWARD M. KEATH

**N**ORTHWESTERN'S Medill School of Journalism is offering a course in Radio Special Events which is believed to have no parallel at other schools. It is a practical course in broadcasting spot news—sports, parades, disasters, government functions—direct from the scene of action. Moreover, these special programs are professionally aired over two commercial stations, WEAW (FM) and WNMP (AM), at Evanston, Illinois.

Teacher and originator of the unusual course is Professor Baskett Mosse (Northwestern '41), former NBC news writer and editor in Chicago and before that, reporter, copyreader and sports writer for the Tulsa (Okla.) World. The advanced course supplements the regular staff work students do in writing, editing, reporting and broadcasting 11 news programs daily over WEAW from Medill's radio newsroom.

"When we organized the special events setup in 1947," Mosse says, "we were simply recognizing the need for professional training, duplicating actual problems, in the most difficult of all types of news broadcasting." The course now supplements eight radio courses, carrying 27 credit hours, in professional radio subjects at Medill.

Accordingly, arrangements were made to cover all of Northwestern's football games for WEAW. Using a nucleus of eight Medill graduate students, Mosse produced the broadcasts and supervised the preparation of copy. The course was organized so that students could handle every aspect of the broadcasts from writing copy to play-by-play and installation and operation of the remote equipment.

Members of the class take their turn at all assignments. The play-by-play announcer one Saturday is likely to handle controls the following Saturday.

"It requires a lot of work for the student," says Mosse, "but no one goes through the course without getting a real understanding of what's expected of him if he takes over a special events assignment at any station."

**J**UST how professional are the football broadcasts?

That question was one that worried Mosse when the course was being organized. He thought the quality might not come up to the standards of commercial broadcasting in the Chicago area. But he soon learned he had nothing to worry about.

The broadcasts compared favorably indeed with those of the other commercial stations in Chicago. The presidents of the two Evanston stations, Edward Wheeler of WEAW and Angus Pfaff of WNMP, were well satisfied.



Edward M. Keath

"After our 1947 experience we were ready to expand," Mosse continues. The next big event was the national Olympic finals held at Dyche stadium last summer. Special events students described the entire meet which amounted to four and a half hours of on the scene broadcasting. The broadcasts were "fed" to station WVJS, in Owensboro, Ky., on request of that station.

Arrangements were made in 1948 to handle Northwestern's football games both at home and away for WNMP which was glad to go along with the idea and lined up a sponsor for the broadcasts.

**E**IGHT students were selected for the 1948 course. The class was split in two, half being assigned to the WNMP broadcasts and the other half to WEAW. Two entirely separate broadcasts were produced with each group competing against the other.

Professor Mosse took the WNMP crew to Madison, Wis., and South Bend, Ind., for the Wisconsin and Notre Dame games with Northwestern. These broadcasts gave the students an excellent perspective of some of the problems involved in doing remote broadcasts away from home.

On both trips, the class renewed acquaintances with former students who had taken the course. Lute Mason was doing "color" for station WHA in Madison and Vince Doyle was handling play-by-play for WVJA in South Bend.

When the basketball season comes along, the Medill special events men can also be found at "ringside." During the 1949 season, they broadcast all of Northwestern's "home" games, direct from the Chicago stadium. It was their good fortune to have an "exclusive" on the games in the Chicago area.

Northwestern's big homecoming parade in Evanston is always a natural event to cover, although one that requires considerable work. During the past season, the five-mile long parade was described from two microphone locations with Professor Mosse "mixing" the efforts of two crews in WEAW's news control room in Northwestern's journalism building.

**P**ERHAPS the radio reporting of disasters is the best test of a special events man. Medill students have been given the opportunity to describe airplane crash landings, fires, and similar spot news events both "live" and by tape and wire recording.

A special events crew, tipped off by a Medill radio reporter at the police station, was on hand with a wire recorder shortly after an elevated train crashed in downtown Evanston. They were on the scene, too, for a broadcast of rescue operations when a navy patrol plane crashlanded into stormy Lake Michigan off the nearby Wilmette beach. They were atop Evanston's Carlson building to describe a formation of 100 B 29's flying over the city following a simulated attack on Chicago's loop.

A Medill special events reporter with a portable wire recorder was the last person to say good bye to Bill Odom as the

**M**OST schools of journalism have made long strides in recent years in teaching the special techniques of radio as well as the basic theories of reporting and editing common to all media of communication. Northwestern University's Medill School believes its course in special events coverage is unique because it takes its students into big time press boxes and to other on-the-spot sources of radio news, and lets them meet actual problems in doing regular commercial broadcasting.

Originated by Baskett Mosse, Medill teacher who is a former metropolitan radio and newspaperman, the course has picked its students carefully. And it has paid off. A list of its "alumni" now in radio work ranges from Atlantic City to San Francisco and from Saskatoon, Canada, to San Antonio, Texas. Ed Keath, who tells how the course operates, is program director for the Northwestern Reviewing Stand, Mutual network forum.

Ed himself was a St. Louis radio announcer before taking his journalism degree at the University of Missouri. He went from Stations WIL and WEW into the Navy and then to Columbia where he did newscasts for KFRU while a student. He went from Missouri to Chicago's WMAQ before joining the Reviewing Stand this winter and expects to take his master's degree at Medill this June. He is a former vice-president of the Missouri chapter of Sigma Delta Chi.





**COVERING BIG NINE FOOTBALL**—Melvin Alpern, special events reporter-student, and the author describe between-halves color of a Northwestern University game from a Dyche Stadium booth. (Turn to next page for picture of Prof. Mosse working with special events crew.)

flyer took off on his world circling trip from Chicago's Orchard airport. That on-the-scene report was used an hour later as a cut-in on a WEAW news program produced in the Medill newsroom.

Recently, a recorder connector was installed in the radio laboratory which will enable student reporters to get eye-witness descriptions by telephone recording, the latest technique in radio reporting. (See *THE QUILL* for January, 1949.)

For experience in handling feature special events, the 1948 class took a portable recorder into Evanston department stores where they recorded by hidden microphone the conversations between Santa Claus and his youthful admirers. This was later used as part of a Christmas Eve news program.

Election night, November 2, 1948, was a big occasion for the special events students as well as for Democrats. They were on the air almost constantly from 7 p. m. to 4 a. m., feeding election returns to Chicago and northern Illinois communities through WEAW's 36,000 watts.

**T**HE very nature of the special events course," Mosse points out, "makes it necessary for us to be rather selective in accepting students for the training. If they have come up through our radio sequence here at Medill they will have had a year and a half of broadcasting ex-

perience in our newsroom. And that is what we require for admission to the course.

"Students must write well, do an acceptable job on the air, and be able to put in as many as 30 hours a week during the football season and whenever the occasion demands, I might add," Mosse says, "that the teacher must be willing to give up his home life."

Those accepted for the course shed a lot of honest perspiration during the quarter. The class usually meets Monday to check the week's assignments. From then until Thursday, during the football season, students write program copy, prepare background and color material, and check the music that will be played at the game for legal clearance.

Men assigned to play-by-play are kept busy working out spotting boards and looking up the many difficult name pronunciations of Big Nine football players.

Medill provides the remote equipment for the broadcasts. But students are assigned to check, install and operate the equipment and make other technical arrangements for the programs.

On top of this, students are "on call" for any spot news breaks which may occur during hours when they are not in class. And, of course, in the Chicago area, these breaks come often. Professor Mosse keeps a list of student phone numbers

and he may call them out of bed if the news warrants. They also may rout him out if they hear of a big story before he is tipped off.

**T**HE course is not all practice. There is a theoretical angle, too. Students are assigned to research reports on such related subjects as telephone line charges, remote broadcasting equipment, radio rights for special events programs, the broadcasting of baseball, basketball, track, speeches and proceedings of city council meetings.

As William Ray, manager of news and special events for the central division of the National Broadcasting Company at Chicago, puts it: "Only by covering sports events and other local news on the spot, simultaneously to their occurrence, can a student gain the experience to do special events reporting in commercial radio after he is graduated."

"Medill's whole plan of combining instruction in radio news and actual practice in covering news for the Evanston stations is, I think, the only sound one for developing radio news writers, editors, and reporters."

The course, then, is not a place for the fellow who is looking for an easy job. But for those who weather the storm, tangible results can be expected. Placement has been 100 per cent.

## Fort Worth Puts 600 On Gridiron

**T**EXAS office holders from ward politicians to the state capitol nursed verbal blisters April 2 after the Fort Worth professional chapter held its third annual gridiron dinner the first night of the month.

More than 600 persons paid \$5 a plate to hear takeoffs in song and verse skits on prominent Texans ranging from Gov. Beauford Jester, a Sigma Delta Chi himself since his undergraduate days at the University of Texas, to visitors from Dallas, always fair game in Fort Worth.

Willard Barr, publisher of the *Labor News* and president of the Fort Worth chapter, introduced Walter R. Humphrey, editor of the *Press* and former national president of the fraternity, as "roastmaster." From there on nobody was spared from the time 100 years ago when the site of Fort Worth was first acquired from the Indians.

Gov. Jester joined in the laughter when he was represented by Norman McGiffin, *Press* political columnist. Texas' senate race, county and city politics, Fort Worth's personalities and its centennial plans were all targets building up to a climax in which (you guessed it) the Indians refused to take the city back.

## 'Isis'

[Concluded from Page 6]

Oxford was riddled with drunkenness. "There is a more constant high level of drunkenness in Oxford than anywhere else in the world except Buenos Aires and certain parts of Chicago," he wrote.

This allegation, which was immensely enjoyed within the University, was taken at its face value outside. It was widely reported in newspapers—and was even quoted in all seriousness in a book on Oxford!

**T**HE Second World War, which changed so much, and destroyed so many national institutions, again took away this famous magazine. At the end of 1945, when John Horden, then an undergraduate and now a don at Christ Church, resolved to revive it, he had, as he says himself, to start again "from scratch."

The prewar directors of the *Holywell Press* had gone. There was no one left who could tell him much about the way it had been run in 1939. So, while a room was being scrubbed out for use as an office, he went into the town and bought a dozen pencils and a wad of writing paper for a staff which was as yet non-existent.

Horden decided to run *The Isis* like a newspaper—as opposed to the more literary and esoteric magazine which it had been—and said so in his first editorial. "*The Isis* is not a magazine; it is a newspaper, and there will be nothing of the undergraduate highbrow review about it," he wrote. "We shall report and comment upon all interesting phases of Oxford life and, if university activities are our main interest, we shall certainly not



**LEARN BY DOING**—Prof. Baskett Mosse, originator of Medill's radio special events course, engineers a broadcast. Behind him (from the left) are Stan Bergstein, Dick McLaughlin, WEAW sports director, and Ben Bandwin, now a Mutual Broadcasting System news editor in New York. (See pages 8-9.)

ignore the world beyond. . . . We shall endeavor to represent faithfully what Oxford is thinking and saying, and to give it concise expression—but always we shall speak for Oxford."

This pledge has since been well maintained. John Horden created editors of the various departments, such as news, sport and literature and introduced a professional system of "subbing," that is "polishing" or amending, contributions. In the past, contributions had largely been used just as they stood or rejected out of hand.

In January, 1946, *The Isis* returned to Oxford bookstalls as a regular publication. Its most famous postwar moment came a year later, when, in face of a national ban on magazines because of the fuel crisis, it still appeared—as a broadsheet. Questions were asked in the House of Commons about this.

National newspapers sent reporters to Oxford to try and find out how it was being published. They were unlucky. Gwyl Owen, its bearded ex Army editor, parried all questions with an enigmatic smile and an assurance that the number had been produced entirely by hand. Who helped in this hectic venture, and where they worked, is still a mystery in Oxford. It is likely to remain one.

Once again *The Isis* had not only reported news—it had made it.

And so *The Isis* goes on. Nowadays, with so many exservicemen and women on its staff, some with prewar journalistic experience, it is perhaps more profession-

ally produced than it was years ago, but its outlook is still fundamentally the same. And, in these postwar years at least two of its editors have already made their mark: John Watney, author of "The Enemy Within," and Christie Lawrence, who wrote an amazing book, "Irregular Adventure."

An example of its never changing traditions are its periodical hoaxes. In the issue of November 9, 1895, appeared these headlines: "Great Fire at Trinity; Narrow Escapes! Heroic Conduct of Mr. Frs! Full and Graphic Details." Under this was an amusing story about a fire on Guy Fawkes night.

In the Christmas number of last year there was also a hoax story. It claimed that a bomb had been planted in the Radcliffe Camera, one of the most famous libraries in the University. The headlines ran: "Police race to Radcliffe; Dean on bomb charge."

After fifty years, the basic idea was still the same. Oxford jokes are like a leopard's spots: they take a long time to change.

In Oxford today, where magazines appear with a mushroom like rapidity and then vanish after a few issues, *The Isis* remains, reflecting and commenting on the spirit of the university.

D. Glenn McDougall (Washington '47) is a reporter and deskman on the *Winnipeg Tribune*. He was formerly with the *Halifax Star* and *Tribune*.

# No Is Woe

[Continued from Page 5]

experience, that city desks and reportorial talent throughout this broad land may gain more by way of professional collaboration in the not too distant future from the "no" sifting of reliable counsel than from the much easier to produce yes stuff that naturally meets the eye.

A case in point came through our office not so long ago in the form of an effort to legitimize a new, low cost prefabricated home.

The story back of our entry into the picture, incidentally, was one of an agency relationship which set up a "yes" position for the client, developed some direct mail and newspaper copy for a product that was, at that point, illegal in its home market!

When the question of legitimizing the home was finally presented to us it involved three courses of action: (1) Bribery. (2) Court action. (3) A simple presentation of facts showing: (a.) a lot of people needed home, (b.) this home would help meet the need, and (c.) the home presented a legitimate value and would, in the nature of its engineering, conform to standards of public welfare.

The experience was short and sweet—up to a point. What the manufacturer of this home had failed to accomplish, by way of legal acceptance in the previous two years was accomplished using avenue Number 3—the simple presentation of facts pointing to the public interest—with in five weeks.

The "up to a point" angle of this experience may point a moral for the public relations practitioner who seeks to establish a value for saying "no." When the short term goal was achieved and the client's product approved, the client concluded "it woulda happened that way anyway" and declined to honor an invoice for services of counsel leading to the affirmative result.

We declined to sue on the ground that one operation couldn't make the patient well forever. And, as little Goldilocks learned from the big bad wolf, virtue will out. We maintain a small override on the house through its sales agency and our records indicate the house has now stopped selling. Of course we should have said "no" to the whole deal in the first place even though the engineering data on the product was sound and the need for housing of almost any kind was critical.

**P**ROBABLY most common today among the legitimate "no" prospects on a local level are the fund raising hopefuls and the "I got an idea worth a million" characters. Our research has developed no evidence of legal restraints, unfortunately, on agencies for public information which would serve to protect such clients against themselves as the Pure Food and Drugs administration, for example, protects the ever-trusting consumer.

The other day a reputable young physician came into our office on the arm of a fine newsman. The young physician was looking for \$140,000 to build a small hospital in his community. He was so imbued with need for the humanitarian facilities that his personal purse and that of his community literally begged to be invaded.

That fund raising is a specialized field, that markets have to be studied for hospitals just like tomatoes, that hospitals



**NEARLY EVERYONE LOOKS HAPPY**—It's hard to tell whether President Neal Van Sooy (right) has forgotten a speech or merely overlooked something in this impressive buffet that was part of a joint initiation held by the University of Oregon and Oregon State chapters at Eugene. Following Neal are John M. McClelland Jr., vice-president and the second national officer to attend the joint meeting; John Eggers, Oregon State chapter president; Clifford W. Weigle, dean of the university's i-school, and Larry Lau, Oregon chapter president. (Photo by W. K. Braun.)

have to be maintained after they are constructed—these among many other considerations which might well lead up to "no, don't do it," were ready to be ignored. We made a few cautious observations and recommended some reputable fund raising organization. It's in our curiosity book to find out what happened and who said "yes" to the good doctor.

And that leads up to our final point of the "long distance no." They say it is easier to kill a man if you don't have to stay around and watch him die. On the horizon appears to be just the vague stirring of demand for local and regional responsibility, as well as national responsibility, for client welfare.

As we mentioned earlier, there appears to be little if any information on "retail" or local public relations responsibility as in contrast to national public relations responsibility. National fund raisers, incidentally, have in our experience been among the agencies with a greater sense of long range "no-ing."

But the stunt boys and the "so what? I'll be gone tomorrow" national operators have given evidence, at least in this area, that certain accountability may be required in the not too distant future on a local level. Curiously, our experience indicates that some of our media are like the farmer's daughter's father. They sort of relish putting the salesman in daughter's bedroom. Sometimes they forget to come in with the shotgun and sometimes—surprise?—daughter doesn't say "no."

An estimable national advertising agency, public relations agency, radio network and food manufacturer moved in not so long ago for five days on a city a few hundred miles from our base. Since they

were going to be back maybe never—or so it seemed—kicking around a couple of seriously crippled children seemed relatively unimportant, not that big business shouldn't be big business.

What got the nod instead of the "no" was interesting to watch. The upshot? Well, whatever its significance the agency account executive is, according to our last reports, no longer with the agency. The crippled kiddies? They rebounded like all children do but a bad taste remained. Certainly they ended up no richer.

Maybe no is woe. But "no" seems worth reflecting on when we face a new day with our immortal souls and know "we shoulda stood in bed."

## South Dakota Gets Journalism Building

**A** \$250,000 building to house the printing and rural journalism department at South Dakota State college in Brookings has been authorized by the state legislature.

Construction of the building, expected to begin this year, will climax three years of work by the South Dakota Press Association on behalf of the college and the journalism department. At its 1946 meeting the association urged funds for the building in a resolution, and since then has had a committee to focus attention on the problem.

This year's committee included Aubrey Sherwood, chairman, *De Smet News*; Fred C. Christopherson, *Sioux Falls Argus-Leader*, and T. R. Burges, *Clear Lake Courier*.



Ralph O. Nafziger

### Georgia Initiates 12 at Press Institute

**A** FEATURE of the 21st annual Georgia Press Institute, sponsored by the Henry W. Grady school of journalism of the University of Georgia, was initiation of a dozen professional members by the Georgia chapter of Sigma Delta Chi. The chapter also cooperated in sponsoring the annual Georgia Collegiate Press Association banquet held during the Institute sessions.

Professional members initiated were: Bert Struby, *Macon Telegraph News*; Byron C. Anglin, *Stewart-Webster Journal*, Richland; Carl Broome, *Brantley Enterprise*, Nahant; R. E. Ledford, *Vidalia Advance*; Jack R. Hornaday, *King Features Syndicate*, New York City; Jim Chism, *Pelham Journal*; Chiles Coleman, *United Press*, Atlanta; Carl Rountree, *Dawson News*; Ward Greene, *King Features Syndicate*, New York City; Stanley Parkman, *Carroll County Georgian*, Carrollton; Julian F. Granger, *United Press*, Knoxville, Tenn.; and L. L. Patten, *Lanier County News*, Lakeland.

Principal speakers at the collegiate press dinner were Leo Aikman, editor of the *Cobb County News*, Marietta, and William I. Ray, assistant managing editor of the *Atlanta Journal*.

Julien Elfenbein (Texas '19), editorial director of the home furnishing group of businesspapers published by the Haire Company, is teaching an evening course in businesspaper editing in the adult education unit of New York University. Elfenbein, author of the standard textbook, "Business Journalism," and contributor to *THE QUILL* and various technical magazines, is a former newspaper and press association writer editor who was a member of the Business Editors' Advisory Council of the War Production Board.

Rhea T. Eskew (Emory '48) has affiliated with the Greater Miami Professional chapter. A staff correspondent for the *United Press*, Eskew moved to Miami recently from Tallahassee, where he worked in the UP Capitol Bureau.

## Nafziger to Head U. of Wisconsin Journalism School

**R**ALPH O. NAFZIGER (Wisconsin '20), now professor of journalism and director of journalism research at the University of Minnesota, has been named director of the school of journalism at the University of Wisconsin, effective next Fall. He succeeds Grant M. Hyde who had asked the board of regents to relieve him of his duties as director in order that he might devote his full time to teaching and research.

Wisconsin was one of the pioneers in the professional instruction in journalism. The work at Madison was established as a course in the English department in 1905. The department of journalism was created in 1912 and was given the status of a school in 1927. The late Prof. Willard G. Bleyer, the first director of the school, started the course in journalism at Wisconsin and is widely regarded as a pioneer journalism educator in America.

From 1910 on throughout the period of building and growth to eminence on the part of the school, Professor Hyde participated both in the teaching of journalism and the administrative work of the school. He succeeded Professor Bleyer as director. He will continue both his teaching and research as professor of journalism.

The new director, appointed professor of journalism, holds three degrees from the University of Wisconsin. He received his bachelor's degree in agricultural journalism in 1921 and, after a career in newspaper work, returned to earn a master's degree in journalism and a doctorate in political science in 1936.

Nafziger's newspaper career covers service as editor of the *Enderlin* (N. D.), *Independent*; editorial writer for the *Fargo* (N. D.), *Daily Tribune*; reporter for the *Fargo Forum* and reporter and desk man on the *Omaha World Herald*. In 1921-22 he was extension editor at North Dakota State. He returned here in 1928 to serve as editor of the University News Service while working for his master's degree. He joined the University of Minnesota faculty in 1935, and was appointed director of the school's research division in 1944.

In the summer of 1941, Nafziger served as consultant to the Office of Coordinator of Information in Washington and during 1942 was chief of the media division of the Office of War Information. He received the Sigma Delta Chi award for research in 1937. He is the author and compiler of "International News and the Press," 1940, and a contributing author to "Communications in Modern Society," 1948. He is an associate editor of *The Journalism Quarterly*.

Nafziger has been active in the American Association of Schools and Departments of Journalism and served as chairman of the research committee from 1942 to 1946 and has been a member of the joint accrediting committee since 1946. The new director is a veteran of the first World War, serving in the A. E. F. infantry in 1918-19.

Dave Kraslow (Miami '48) has affiliated with the Greater Miami Professional chapter. Kraslow is employed in the sports department of the *Miami Herald*.



Felix B. Streycckmans

### Kiwanis Magazine Wins Top Honor

**I**N an annual contest sponsored by the Industrial Editors Association and open to 300 trade, employee, association and other organization publication editors, Felix B. Streycckmans (Northwestern Professional '47) has been given the highest award ever presented by the association to an editor in the Chicago area.

The award, for excellence during 1948 in editorial content and appearance of the *Kiwanis Magazine*, of which Streycckmans is managing editor, is in the degree of *summa cum laude* and has never before been presented.

Previously, the awards have been confined to first, second and third places in the respective fields in which the editors operate. The special award was created for the first time this year because the *Kiwanis Magazine* was adjudged superior in technical excellence on a point basis to all other publications entered regardless of classification.

The magazine circulates among 190,000 Kiwanis club members in more than 2,900 communities in the United States and Canada and is published in Chicago. Streycckmans is also an instructor in the Medill School of Journalism at Northwestern University.

Charles A. Wright (Temple Professional), columnist for the *Haverford Township News* and other suburban Philadelphia newspapers, won a \$200 prize offered by the state department of commerce for the best editorial on Pennsylvania Week. The contest was state-wide for weekly papers. Wright, a graduate of the University of Pennsylvania, taught journalism and directed undergraduate publications at Temple University for a number of years.

William Ahlrich (Wisconsin '13), has joined the staff of *Men's Wear* magazine, a Fairchild publication, and will cover several Middle Western states doing special studies for the magazine and selling advertising. He was formerly with the *Capital Times* and *Wisconsin State Journal* at Madison, Wisconsin.



## American U. Offers Graduate Studies In Communication

**T**HE American University in Washington, D. C., is offering a graduate degree in communication this year. While undergraduate courses in communication fields have been given at American for several years, this marks the first announcement of graduate work in journalism by any of the universities in the capital area.

Advanced courses will lead to the Master of Arts degree with major emphasis in two communication fields, radio-television and public relations. Twenty graduate students have already begun their work.

"The American University has instituted these advanced studies because of the growing post-war realization of the importance of communication in a trou-

bled world," said Dr. Paul F. Douglass, university president.

The radio-television sequence is believed to be unique in that it is the only academic program taught exclusively by persons now working in radio and television, and the only such course to include television study in all its radio classes.

It is directed by Gordon Hubbel, former program director of WMAL, Washington, and a graduate of Cornell University.

The graduate work in public relations is also unusual, for the American University is one of the few institutions which has worked out a complete sequence of courses in this comparatively new field of academic study. The program is directed by Prof. Willett Kempton (Wisconsin '36), former newspaperman and graduate of the University of Wisconsin. Kempton taught radio and journalism at the University of Georgia where he instituted the first European travel seminar in journalism. He was radio station relations chief for the Office of War Information and director of the government studios at the U. S. Department of the Interior.

Graduate work in journalism is under the direction of Prof. H. D. Crawford (Butler Professional '34), graduate of Hillsdale College, who formerly taught journalism at Franklin College, Ind. He worked on the *Indianapolis News* and is a special feature writer for several newspapers and syndicates. During the war Crawford was an officer in the information and education branch of the Army.

Prof. E. S. Alleman is acting chairman of the communication department which is offering the new degree. A former newspaperman, with public relations experience, he taught at Emory and Henry College, and the University of Virginia. Instructors for 19 of the American University courses are drawn from working professionals with academic qualifications in the Washington area.

Milt Dean Hill (Kansas State '42) is chief of the bureau of national affairs, with headquarters at Washington, D. C., for Federated Publications, Michigan newspaper chain. He was formerly with the *Associated Press's* Washington bureau.



## Convention of an Old Trade Group

● One of America's oldest industrial associations came into being through the necessity of meeting a national crisis in 1862. That year Congress had passed a revenue act, levying a Federal excise tax on beer for the first time, to help pay Civil War costs.

A few weeks later, a number of brewers united to help the Government draft the new tax law. This aid came in concrete form when, after Congress created a Special Revenue Commission to perfect the system of collection, the association volunteered its assistance and, at its own expense, sent a committee to Europe to study tax collection methods.

The committee's report of its findings, given at the next convention of the association, so

impressed Government observers that they recommended Federal adoption of the brewers' statement in its original form. Thus a report given at a business group's meeting became a public document.

This group, originally known as the United States Brewers Association, now is the United States Brewers Foundation.

In holding its annual convention at the Waldorf-Astoria Hotel in New York, May 2-5, the Foundation, whose members produce almost 90 per cent of the nation's beer and ale, will be guided by the same principles that motivated the organization's founders 87 years ago—to serve the public interest, thereby serving also the interests of the industry.

## UNITED STATES BREWERS FOUNDATION

21 East 40th Street, New York 16, N. Y.



# THE BOOK BEAT

By DICK FITZPATRICK

**T**HE recent trial of Baltimore radio stations by a county court for violation of the court's regulations prohibiting broadcasting of a criminal confession again points up the unrelenting attempt of government to control the press.

The relationship of the press and the law during an important era is described and interpreted by University of Minnesota Journalism Professor J. Edward Gerald in "The Press and the Constitution—1931-1947" (University of Minnesota Press, Minneapolis, \$3.50).

In this 173 page book, Professor Gerald reviews the major legal developments affecting the press during an era that began with the Minnesota gag law case in 1931 and ran through the major changes in the Wagner Act in 1947. The press was affected greatly on two levels, according to Professor Gerald.

"On the first and basic level, its relations with the public, the press found itself the prize of contending forces of traditionalism and reform. Both forces sought to use the press in achieving social and political objectives and the press, being more neutral than the antagonists desired, came in for long and bitter criticism. . . .

"On the second level, its legal and constitutional rights, the press was affected by the reform program wherever as a business it was touched by the labor relations, social security tax, and wage and hour laws. Issues on this level reached the courts and were heard and were decided in the climate of public and official opinion about the press created by events on the first level. No one can say for certain how much the decisions on legal issues were affected by the reform movement, but the realities should be kept in mind in reading the court cases of the time."

Professor Gerald breaks his analysis down into seven chapters. The first covers the pattern of freedom during the period considered.

In the second chapter, the author covers important contempt cases. Of these, he observes:

"The question of a court's power to punish summarily for publications out of court goes back to principles developed in the courts of both the United States and England. But the American Revolution is given too little weight, and the English

common law too much, in determining exactly how the American principles of liberty are and ought to be conditioned by the judicial power summarily applied."

Many questions affecting freedom of speech arose in labor's fight to establish the freedom to picket which is the subject of the third chapter.

The fourth chapter covers a variety of important subjects, the backgrounds of which should be understood by all working newsmen. These are newspapers under the NRA, unionization of newspaper employees, the controversy over the Guild Shop and application of the Fair Labor Standards Act to newspapers.

The question of taxes and freedom of the press is covered in the fifth chapter, and the important and interesting story of the Chicago Tribune-Chicago Sun fight over Associated Press membership is told in chapter six.

After tracing the case through its course to the Supreme Court decision, Professor Gerald makes this declaration:

"The meaning of the case, however, as it was publicly described, was so exaggerated that it amounted to a premature funeral oration for freedom, and may have unwittingly prepared the public to accept actual restrictions on freedom of communication."

In commenting on censorship, the subject of the last chapter, Professor Gerald says:

"The landmark case of Near vs. Minnesota in 1931 focused attention upon administrative license of speech and press and marked it for what it is, old fashioned censorship. This case sharpened and clarified the statements of principle by which the abuses have been subjected to elimination or control."

"The Press and The Constitution" is a book that makes readers think. It makes them conscious of the continuous battle that must be waged to maintain freedom of the press.

**A** BASIC knowledge of the law of libel is essential for any working newsmen. The better his knowledge the more valuable he is to his publication. But libel is not a subject that is appealing to students in journalism schools. Consequently, some learn enough to get by and then start forgetting it.

Since libel is such a vital subject, needs of many will be saved by the publication of Paul P. Ashley's "Essential of Libel: A Handbook for Journalists" (University of Washington Press, Seattle, \$1.50).

Ashley observes that "risk of libel can not wholly be avoided by a newspaper which reports the news and dares to fight for honest government. Deadlines demand fast handling and do not permit an exhaustive and scientific investigation of every fact. Sometimes a paper's duty to its community requires exposure of corruption under actual threat of suit by someone who thinks it will be impossible to prove in open court the facts which a reporter has unearthed, or even those which have been notorious."

And says Ashley, "as to libel, a newspaper is engaged in an extra hazardous occupation. But despite the dangers, all the news can be published and a strong

editorial policy maintained with little risk if the basic legal principles are remembered and observed. Knowing how to recognize and then avoid a libelous statement permits publication of stories and aggressive editorials which an uninformed paper must kill because of fear of the unknown. Skilled mountaineers seldom fall; week enders often do."

In addition, Ashley advises in precarious situations local counsel for possible variations in the law.

This 67 page, small size (4.5 x 7 inches) book is a real handbook that presents essentials. Its fourteen chapters cover all phases of the subject. It is arranged for handy and quick reference which is facilitated by a seven page subject index.

Among the books on press law reviewed here during the last six years, this book is the best and most essential for newsmen and journalism students to own. Of the several hundred books published on journalism during this period it is among the first dozen one should buy for his library.

Recalling Professor Gerald's remark on the great reliance on English common law by American courts, the study of British press law is fruitful for the person who wants a thorough understanding of U. S. press law. The recent publication in this country of two British books on the subject makes this possible.

The first of this is Dr. Ignaz Rothenberg's "The Newspaper: A Study in the Workings of the Daily Press and its Law" (Staples Press, 70 East 45th St., New York, \$5.50).

Dr. Rothenberg wrote this 351 page-book because "It has always been considered unfortunate that the regulations which govern journalism are not sufficiently known beyond the countries in which they are valid. Particularly in times when the forms of press law are in preparation, the knowledge of their foreign counterparts appears to be indispensable."

The other British book is by Barrister Thomas Dawson and called "Law of the Press" (Staples Press, New York, \$4.00).

Dawson in 200 pages covers the basic subjects of press law. A good portion of his book deals with copyright.

These books by Rothenberg and Dawson are informative and contain much that is not generally known by American newsmen. Both books are essential for the serious student of press law and would prove interesting and valuable to anyone in the newspaper field.

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**AT HOOSIER MEETING**—This gathering of the state's chapters to initiate a group of professional members reminds all Sigma Delta Chis that Indiana was the mother of the fraternity. Seated (from left) are President M. O. Ross of Butler University, and three former national presidents—Franklin M. Reck, an editor of *Farm Life*; James A. Stuart, editor of the *Indianapolis Star*, and Edwin V. O'Neel, publisher of the *Hagerstown (Ind.) Exponent*. Standing are LeRoy Millikan, a founder of the fraternity, and Victor E. Bluedorn, its executive director.

## Indiana Chapters Unite for Initiations

**S**IGMA DELTA CHI history was again made in Indiana when the four chapters in the state sponsored a statewide initiation for 12 professional members at Butler University in Indianapolis.

Butler, Indiana and Purdue Universities combined to sponsor the all-state initiation, the first of its kind in Indiana Sigma Delta Chi history. DePauw, scheduled to share in the ceremony, was unable to be present.

Seventy-four undergraduate and Indianapolis professional chapter members were present as officers of the host chapter conducted the ritual which followed an initiation dinner at Butler.

Edwin V. O'Neel, former president of the Hoosier State Press Association and of Sigma Delta Chi, publisher of the *Hagerstown (Ind.) Exponent* and a member of the Butler University journalism advisory board, spoke at the initiation. He reviewed the history of the fraternity and advised journalism students to consider the community newspaper field before making a choice between what he called small town and metropolitan journalism.

Guests at the initiation included Victor E. Bluedorn, executive director of Sigma Delta Chi; LeRoy Millikan, a founder of the fraternity; James A. Stuart, editor of the *Indianapolis Star* and a past national president of Sigma Delta Chi; Butler University President M. O. Ross, and Franklin M. Reck, an editor of *Farm Life* and also a past national president.

Men initiated by the Butler chapter

to membership in the Indianapolis professional chapter were William A. Dyer, Jr., general manager, Jameson G. Campaigne, chief editorial writer, and John G. Ackle-mire, editorial writer of the *Indianapolis Star*; Leon J. Parkinson, managing editor, Muncie Press; William Robinson, cartoonist, and George Tilford, reporter photographer, *Indianapolis News*; Boyd Gill, Indiana bureau manager for *United Press*; Newton Goudy, public relations director, Indianapolis Chamber of Commerce; M. R. Robinson, publisher, Culver (Ind.) *Citizen*, and George A. Schwin, publisher, Rockville (Ind.) *Tribune*.

James Miles, director of radio station WBAA, West Lafayette (Ind.), was initiated on behalf of the Purdue University chapter, and Harold Van Winkle, director of the Evansville College news bureau, was sponsored by Indiana University.

## Chicago Hears Plea For Atomic Information

**W**HEN the press supports bureaucratic demands that total secrecy be maintained over atomic research, it is helping to destroy its own freedom, Lynn A. Williams, University of Chicago vice president, told Chicago professional members of Sigma Delta Chi at a March dinner meeting. Williams is a key figure in the \$12,000,000 peacetime atom research program at the university.

Williams warned against America turning itself into a "police state" in its efforts to prevent other nations from imposing police state rule here by force. He said suppression, secrecy, and public indifference are seriously hampering progress of atomic study by stopping free commu-

nication of ideas between scientists and severely limiting their freedom.

The press, which usually insists on complete freedom to cover the news, has at times taken the lead in demanding complete secrecy be maintained over atomic research, Williams asserted.

The Headline Club members also viewed the New York *Daily News* film, "Miracle of the Millions," describing that publication's editorial techniques. The narrator was Ralph Nixon, *News* representative in Chicago.

In the annual chapter election, George C. Gallati, public relations account executive with Needham, Louis and Brorby and former *International News Service* Chicago bureau chief, was named 1949 president. He succeeds Russ Stewart, *Sun-Times* general manager. Other officers are Kenneth Clayton, *Tribune* promotion director, and Leo Fischer, *Herald American* sports editor, vice presidents; Walter G. Curtis, Illinois State Chamber of Commerce, secretary, and Manly Mumford, Borden Co., treasurer.

Directors elected were Richard Hacken-burg, *Sun Times*; Maurice Fischer, *Daily News*; Claude Walker, *Maywood Herald*; Robert Innis, *Journal of Commerce*; Larry Mulay, *City News Bureau*; Marvin Tonkin, *Associated Press*; Bob Loughran, *United Press*; Con O'Dea, American Broadcasting Company; Jack Ryan, National Broadcasting Company; George Herro, Mutual Broadcasting System; John Canning, Standard Oil Co.; Dean Kenneth Olson, Medill School of Journalism, Northwestern University; John Storm, *Hospitals* magazine; Erle Ross, *Steel* magazine; Larry Salter, Larry Salter and Associates, and William Canfield, Inland Daily Press Association.

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